

LEO BURNETT U.S.A.

Ad No. 3861—Riding with the Message—Reg. No. 16752—Page, 4 x 5 1/2"—85g x 11 1/4 in.—National Magazine, 1976

Printed in U.S.A.



The spirit of Marlboro in a low tar cigarette.

Marlboro Lights



Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.

1 Box = 20 1.8 mg nicotine av. per cigarette. FTC Report Apr. '76



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